

No goods to sell—but he starts to advertise

Out in Cleveland the manufacturer of a food product has been putting up new buildings and installing new machinery to take care of the increased orders that have poured in.

He is sold out completely until a year from now. He can't accept any more orders to be filled until next summer at the earliest.

This concern is one of the largest in its line. It has advertised some—sporadically.

But the man at the head of it decided that the factor needed to give his business a permanent backbone, to make it the outstanding leader of the industry, was consistent national advertising.

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A definite campaign was planned. And then, before the advertising could be started he faced the same situation that other concerns in this country are facing today—*sold out*.

But this man who built up a great business is looking farther ahead than next summer.

He called his salesmen together and told them that their first national advertising campaign would begin in a few months, *although there are no goods to be sold*.

"Usually when a manufacturer is thus situated," he said, "he and his selling organ-

ization let down. But we purpose to do nothing of the kind.

"This coming year you men must work harder than you have ever worked in your lives or perhaps will ever have to work again.

"For here is our great opportunity to sell the *company*—its policies, its resources and its manufacturing integrity, and so lay a solid foundation for the future and against changing conditions.

"This job requires a much higher order of salesmanship, for we are selling service as well as merchandise."

So the men are going out with this in mind. They will back up the advertising and amplify it. They will fortify every distributing unit in the country.

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It takes real vision—and nerve—to advertise when there are no goods to be sold—to look that far into the future.

But this Cleveland manufacturer understands the new idea in advertising. He has seen what other manufacturers have accomplished by it.

There are some Philadelphia concerns that, before very long, are going to view this application of national advertising as a vital necessity to the new business conditions.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman